

Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the instant application:

1. (Currently Amended) A computer-implemented method of dynamically modifying an electronic campaign ~~according to real-time network conditions~~ comprising:

identifying available network capacity of a combined packet-switched and circuit-switched network comprising a plurality of distinct types of delivery network channels, including at least one private network channel for communicating with a private network device, at least one telephonic channel for communicating with telephonic device, and at least one public network channel for communicating with a public Web site;

transmitting electronic content for the electronic campaign to consumers over each of the plurality of delivery network channels of the combined network according to a predetermined outbound transmission flow rate for said electronic campaign each of the plurality of delivery network channels;

receiving consumer responses associated with each of the plurality of delivery network channels used to transmit the electronic content;

analyzing the received consumer responses and determining an effectiveness of the electronic campaign over each of said plurality of delivery network channels;

selectively redirecting at least a portion of the electronic content from delivery network channels determined to be less effective to a delivery network channel determined to be more effective; and

dynamically modifying said outbound transmission flow rate for ~~said electronic campaign~~ each of the plurality of delivery network channels according to said determined effectiveness of the electronic campaign over each of the plurality of delivery network channels and said identified available network capacity.

2. (Original) The method of claim 1, wherein said electronic content is electronic marketing content which is part of an electronic marketing campaign.

3. (Previously Presented) The method of claim 1, wherein said dynamically modifying step comprises:

determining a bandwidth of said identified network capacity required for receiving consumer responses and a bandwidth of said identified network capacity required for transmitting electronic content according to said determined effectiveness of the electronic campaign;

prior to transmitting said electronic content, selectively format converting said electronic content according to said determined bandwidth for transmitting electronic content.

4. (Original) The method of claim 1, wherein said step of identifying the available network capacity comprises determining available bandwidth of the network, and determining a bandwidth utilized by said outbound electronic content and said received consumer responses.

5. (Currently Amended) The method of claim 1, wherein said ~~concurrent~~ step of determining an effectiveness of the electronic campaign ~~step~~ further comprises determining a number of received consumer responses.

6. (Cancelled).

7. (Previously Presented) The method of claim 1, further comprising the step of dynamically increasing an outbound transmission flow rate for said electronic content

transmitted over at least one delivery channel associated with at least a predetermined minimum percentage of consumer responses.

8. (Previously Presented) The method of claim 1, further comprising the step of dynamically decreasing an outbound transmission flow rate for said electronic content transmitted over at least one delivery channel which is not associated with at least a predetermined minimum consumer responses.

9. (Cancelled).

10. (Currently Amended) The method of claim 5, further comprising the steps of
~~wherein said step of dynamically modifying the electronic campaign further comprises:~~

selecting at least one message from said electronic content, said selected message being associated with more consumer responses than other messages of said electronic content; and

transmitting said selected message in place of said other messages.

11-23. (Cancelled).

24. (Currently Amended) A computer-implemented system for dynamically modifying an electronic campaign ~~according to real time network conditions~~ comprising:

at least one memory; and

at least one processor configured to:

~~means for identifying~~ identify available network capacity of a combined packet-switched and circuit-switched network comprising a plurality of distinct types of delivery network channels, including at least one private network channel for communicating with a private network device, at least one telephonic channel for communicating with

telephonic device, and at least one public network channel for communicating with a public Web site;

~~means for transmitting~~ transmit electronic content for the electronic campaign to consumers over each of the plurality of delivery network channels of the combined network according to a predetermined outbound transmission flow rate for ~~said electronic campaign~~ each of the plurality of delivery network channels;

~~means for receiving~~ receive consumer responses associated with each of the plurality of delivery network channels used to transmit the electronic content;

~~means for analyzing~~ analyze the received consumer responses and determining an effectiveness of the electronic campaign over each of said plurality of delivery network channels;

~~means for selectively redirecting~~ redirect at least a portion of the electronic content from delivery network channels determined to be less effective to a delivery network channel determined to be more effective; and

~~means for dynamically modify~~ modifying said outbound transmission flow rate for ~~said electronic campaign~~ each of the plurality of delivery network channels according to said determined effectiveness of the electronic campaign over each of the plurality of delivery network channels and said identified available network capacity.

25. (Currently Amended) A computer-readable storage having stored thereon, a computer program having a plurality of code sections, said code sections executable by a machine for causing the machine to perform the steps of:

identifying available network capacity of a combined packet-switched and circuit-switched network comprising a plurality of distinct types of delivery network channels, including at least one private network channel for communicating with a private network device, at least one telephonic channel for communicating with telephonic device, and at least one public network channel for communicating with a public Web site;

transmitting electronic content for the electronic campaign to consumers over each of the plurality of delivery network channels of the combined network according to a predetermined outbound transmission flow rate for ~~said electronic campaign~~ each of the plurality of delivery network channels;

receiving consumer responses associated with each of the plurality of delivery network channels used to transmit the electronic content;

analyzing the received consumer responses and determining an effectiveness of the electronic campaign over each of said plurality of delivery network channels;

selectively redirecting at least a portion of the electronic content from delivery network channels determined to be less effective to a delivery network channel determined to be more effective; and

dynamically modifying said outbound transmission flow rate for ~~said electronic campaign~~ each of the plurality of delivery network channels according to said determined effectiveness of the electronic campaign over each of the plurality of delivery network channels and said identified available network capacity.